



## INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

"KEY ELEMENTS FOR A SUSTAINABLE WORLD: ENERGY, WATER AND CLIMATE CHANGE"

### **Organic Food: Challenges for a Public Domain of a Concept**

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#### **Abstract**

In order to be sustainable, any productive process should follow economic, social and environmental demands. Regarding to environmental demand, the focus of this paper, organic food production represents a clean production model that needs to be supported by consumers in order to become viable. Consumers` knowledge in respect to organics products is an unquestionable factor in the process of buying decision taking. This paper aims consumers` perception analysis of organic food and associations they do with such kind of food, how information reaches real and potential consumers, which communication channels enter for mind perception making. Field research data were collected by questionnaire application to 204 consumers doing shopping at two most important supermarkets of Vitória da Conquista, Bahia, Brazil. Findings show that consumers know objectively defining what organic food is. They get information through mass media communication, such as TV, but there is a growing access to other information channels like magazines, schools, friends, internet and others. They associate organic food consumption, first of all, to health and, secondly, to environmental preservation. But a series of aspects, defined by law, which characterize organic products, are still unknown by consumers of those products.

*Keywords: Organic products, clean production, knowledge, consumers, communication means.*

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